Employment Service REVIEW

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UNITED STATES EMPLOYMENT SERVICE and AFFILIATED STATE EMPLOYMENT SERVICES

IN THIS ISSUE

THIS month the REVIEW is without a main theme, but has selected instead a variety of subjects which it believes will be of general interest. It is our hope that a lot more variety manuscripts will reach the editorial office as a result of the invitation in the opposite column.

WITH plans underway for the observance of "NEPH Week" in October, William P. McCahill, assistant to the chairman of the President's Committee on "NEPH Week" tells us about the steps the Committee proposes for year-round effectiveness of the program which the "Week" emphasizes each year. p. 3.

THE turn of a dial almost anytime during the day brings a "spot" message from the DCES over the Washington airways. Building up goodwill and cooperation with the broadcasting people is the theme of Harry G. Prentiss' article on p. 5.

THE versatility of the "274" in its application to ES operations is the subject presented by Emden C. Schulze of the Cleveland office of the OSES. p. 10.

LABOR supply is the first consideration of an employer who wishes to expand. William Papier cites examples of how labor market information has guided such employers in Ohio. p. 12.

EASTERN Air Lines has been doing an outstanding job in the employment of physically handicapped veterans. Atlanta, Ga., honored the company for this accomplishment through a citation award dinner to its president, Captain Eddie Rickenbacker. p. 13.

CLAIMING to be the country's most social-minded city for its size, Washington hostesses have a constant need for part-time workers. At the same time groups of ambitious students need part-time jobs to smooth the financial way through college. How two problems were solved when the DCES brought these needs together through a job-development plan is told in the article on. p. 16.

JOBS are of as much concern to rural youth as they are to young people in the city, but rural youth face a greater lack of job opportunities. Miriam Richardson of the NSES tells about the "Youth Guidance Clinic" which the Norfolk office developed to help rural youth to a sound choice of employment. p. 18.

Invitation to Authorship

THE article you are always going to write for the EMPLOYMENT SERVICE REVIEW, but somehow never get around to writing, may be a somewhat more attractive task, now that the REVIEW is using half-tone illustrations.

We are certain that every local office—small, intermediate, or large—has capable enough writers on its staff, and plenty of good material that will lend itself to photographic interpretation and will be suitable for the EMPLOYMENT SERVICE REVIEW.

Alternating our theme numbers, we plan to have variety issues and we need the cooperation of authors throughout local and State Employment Service offices to build up a bank of illustrated manuscripts upon which we can always draw.

Will you help us to build up that bank? The experience in your office will interest readers in other sections of the country. Do not hesitate to write because you fear your handling of a situation is not a model one. Each local office will read your experience with interest and recognize what is and what is not useful to it. If it gleans therefrom even one small idea that can be adapted to the working out of one of its problems, your contribution will have been worthwhile.

Serving a variety of uses the EMPLOYMENT SERVICE REVIEW is primarily a medium for the exchange of every-day operating experiences among local offices. What is workable in one community may not suit your community, but nevertheless you do need to know what goes on in other public employment offices. Only then will you achieve the broad view and meaning of the Employment Service concept.

It is through better informed Employment Service personnel that the Employment Services themselves will grow in usefulness to their communities. We believe that every staff member has something to contribute to the total knowledge of our Service. That is why we invite and urge you, and you, and you, to become contributors to the EMPLOYMENT SERVICE REVIEW.

We'll be looking for those manuscripts!

Employment Service REVIEW

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Vol. 15 JUNE 1948 No. 6

At press time

Urges Expanded ES Programs

THE NATIONAL CONFERENCE ON FAMILY LIFE, sponsored by a committee of 125 organizations with a membership of more than 40 million persons, met in Washington, D. C., from May 5 to 8. The conference sessions were attended by over 900 delegates from all States and over 25 countries. The purpose of the conference was to explore specific means by which the American family might be strengthened for the benefit of its individual members and society.

The general plenary and section meetings of the conference considered the contributions to be made to the strengthening of family life by education, labor, agriculture, medicine, social work, and business.

Frequent references to materials and programs of the Employment Service were included in the basic "working papers" of the conference. The report on "Economic Welfare" referred to inadequate job counseling services for young people and called attention to the fact that there were in April 1947, one-and-a-half million more teen-age youth in the labor market than was to be expected on the basis of prewar trends. It stated that increased employment opportunities brought "corollary need for more adequate information on employment opportunities in each occupation, particularly on new and growing occupations, and for better occupational counseling."

The preliminary report on "Counseling and Guidance" stressed the adverse effect of vocational maladjustment on family relationships. It recognized that guidance service is available to only a very small segment of American youth and that there is need of better provision for more adequate analysis of vocational characteristics through the use of tests, better training and guidance personnel, and wider research on guidance functions. It referred to the "scant financial support being given to the program of occupational analysis and occupational differentation, which is being carried on by the United States Employment Service, resulting, in part, from failure to recognize the broader effects upon the family and upon society of adequate procedures for selection and classification."

One recommendation adopted by the delegates urged support of the "extension of competent vocational guidance, employment counseling, and placement services for youth and other age groups."

Handicap Slogan To Cancel Mail!

THE PRESIDENT'S COMMITTEE on National Employ the Physically Handicapped Week in furtherance of jobs for the handicapped has accomplished an interesting practice. The postal cancellation on mail will shortly be using the slogan "Hire the Handicapped—It's Good Business."

Since approximately half of today's mail is metered by cancellation machines the little slogan will travel far. Most large companies use cancellation machines and the President's Committee is finding them receptive to the promotional effort.

The Committee itself will use the slogan in handstamping on its mail and the Government is purchasing some dies for use in the Post Offices of several large cities. Any organization can get the necessary dies on request to its local postage meter representative.

When Speed Is Essential

COLLEGE GRADUATES who qualify for available job openings will be able to contact prospective employers anywhere in the State within a matter of hours under the Ohio State Employment Service's now expanded college placement program.

The Employment Service will use a State-wide telephone hook-up with all of its 91 local offices when

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speed is essential in bring an employer and qualified job applicant together.

The college placement program's "immediate contact" system is really an extension of the Employment Service's regular inter-area placement technique which aids in the shifting of workers from labor surplus to shortage areas.

The system will be available only to college graduates and students who have completed at least 2 years of college providing such persons indicate willingness to work anywhere in Ohio. Student job applicants may ask for the service when they apply for jobs under the college placement program.

Inaugurated early in April, the program is being carried through in cooperation with the Veterans Employment Service and college placement bureaus in an over-all effort to help both veteran and nonveteran college students find jobs. Preliminary results show that about 1,000 college seniors have already applied for jobs through the Employment Service. Of this total, about 750 are veterans.

World Job Standards

A COMMITTEE OF EXPERTS from eight countries met at the International Labour Office in Montreal in mid-April to seek agreement on classification of occupations for the world's workers.

Although uniform standards of job classification are sought primarily in anticipation of the 1950 world census, the question also has arisen in connection with immediate European manpower needs.

Edward Phelan, ILO Director-General, has listed uniform classification of occupations among the manpower problems on which the ILO has been asked to help in connection with European recovery.

Requests for ILO assistance on manpower studies have been received from the Economic Commission for Europe and from the Rome Manpower Conference which was held as a result of a decision by the 16-nation Committee of European Economic Cooperation.

Employment Service Activities at a Glance, March 1948

	Number	Change from previous month
Over-all		
Reception contracts	7,807,300	1% increase.
New applications	579,400	6% decrease.
Referrals, nonagricultural	768,400	18% increase.
Placements, nonagricultural	412,800	20% increase.
Placements, men	259,300	24% increase.
Placements, women	153,500	14% increase.
Placements, handicapped	18,300	27% increase.
Counseling interviews	126,000	6% increase.
Employer visits	247,300	19% increase.
Veterans		
New applications	181,900	8% decrease.
Referrals, nonagricultural	258,300	18% increase.
Placements, nonagricultural	129,700	23% increase.
Placements, handicapped	10,200	24% increase.
Counseling interviews	65,300	3% increase.

Farms Benefit by Immigration

CANADA'S FARM labor shortage, both in field and home, will be considerably eased this year because of its immigration policy.

A total of 2,500 Dutch families will be coming to Canada for introduction into Canadian agriculture, and will include some 10,000 people in all. In addition to the immigrants from Holland, some 2,000 single men are on their way to Canadian farms from Displaced Persons camps in Europe. Some of Britain's farmers, too, will migrate to the Dominion.

The new settlers are being placed on farms through the cooperation of the provincial authorities and the National Employment Service.

Of the DP immigrants, 60 families and 550 single men will be employed on sugar-beet farms in Manitoba and Alberta. Most of these will be given year-round work on these farms, but those who cannot be employed the year round will be placed in mines and woods operations after farm operations have been completed. These families will be placed as family units with farmers who have suitable living accommodation to provide separate housing.

★ ★ ★

Canada has also worked out a plan for specialized placement of young women from the DP camps of Europe in farm homes as household workers. This plan followed in the wake of a similar movement which placed girls from DP camps in city homes in Canada with great success.

The workers will be carefully screened overseas for occupational suitability by agents of the Department of Labour and for general acceptability as immigrants by the Department of National Health and the Royal Canadian Mounted Police. To safeguard interests of the new workers themselves, the Dominion-Provincial Farm Labour Committee will have a sub-committee consisting of representatives of women's organizations, preferably rural organizations, the regional adviser on women's employment or other officer designated by the NES. The function of the sub-committee will be to make plans for the reception of the new workers, to examine and pass upon applications for help of this type, and to arrange for follow-up visits on the farms as soon as possible after placements have been made. Minimum wage-rates and other safeguards are also part of the plan.

"President's Committee" Hopes To Provide Lever To Increase Jobs For The Handicapped.

The Secretary of Labor, (left), confers with the Chairman of the President's Committee, Vice Admiral Ross T. McIntire, USN, (MC) Ret'd., and with Dr. Merle E. Frampton, Vice Chairman. The Secretary formed the Committee on NEPH Week at the suggestion of the President last September.

A Challenge to the Service

By WILLIAM P. McCAHILL
Assistant to Chairman
President's Committee on "NEPHW"

THE PROGRAM of the President's Committee on "National Employ the Physically Handicapped Week" presents a real challenge to the Employment Service. This is true because much of the necessary cooperation of Committee members will require action by local Employment Service offices.

In adopting its program, the President's Committee made plans to cooperate fully with the Employment Service, the Veterans Administration the Office of Vocational Rehabilitation and the Veterans Employment Service. The brains and facilities of Federal and State agencies are essential to the success of the program.

In Milwaukee recently, an institute for employment of the handicapped was sponsored by the Eagles with the assistance of State and local officials. President's-Committee speakers were on the program, but there might not have been a program without the active help and assistance of the Employment Service.

David Harding, Counter Spy, presented a radio drama, "The Case of the Handicapped Hero," on May 16th over the American network, acting on the suggestion of the President's Committee. But Mrs. Ann Lehman, consultant on employment of the handicapped, of the New York State Employment Service, acted as technical advisor.

The Chamber of Commerce of the United States agreed to have each of the 2,500 local offices contacted by the President's Committee and supplied with pamphlets on the employment and rehabilitation of the handicapped. The message carried was, in effect, "If you really want to do something locally, get together with your local employment service manager, also the VA and OVR people." It was hoped that additional interest and cooperation would thus result as local Chambers contacted the Employment Service with offers of assistance.

The President's Committee is making plans to stimulate the holding of several Labor-Management Employment Institutes, possibly at universitie wheres

Industrial Relations departments are functioning. Mr. K. Vernon Banta, USES consultant on employment of the handicapped, was designated to assist in drafting a workable outline of action and then to make necessary on-the-spot contacts.

Another item planned is a series of expositions, showing the handicapped at work. This, also, will require the aid and assistance of local staffs and their close contacts with cooperative employers hiring handicapped men and women.

Merit Awards for Deserving Employers

Mrs. J. L. Blair Buck, President of the General Federation of Women's Clubs, heads a committee which will present Awards of Merit to worthy employers in America's communities who have met certain qualifications in the hiring of the handicapped. Without the active aid and assistance of the Employment Service, who at the town or city level will know which are the deserving employers? So, here again, the Employment Service will be called upon to help.

There are other ways in which the President's Committee, with its members drawn from the great national organizations of the country, will need the assistance of the Federal-State Employment Service in implementing its plans. However, the picture is not all one-sided. The active interest and sincere cooperation of busy and important people, and the powerful organizations they represent in our communities, are assets that cannot be purchased. The obvious broadening of contacts and the increase in responsibility in the eyes of the community are certain byproducts of these and other activities on the part of the Employment Service.

The Right of Equal Employment Opportunity

One of the major responsibilities of the Employment Service is to see that handicapped men and women receive equal employment opportunities and that they are placed on jobs for which they have necessary qualifications and skills. In working with these various "projects" of the President's Committee, many of them accepted functions of the Employment Service, the results are certain to be an increase of interest in employment of the handicapped, and at the same time a more popular acceptance of over-all Employment Service facilities.

But there is a danger. People properly placed will be grateful. People who may feel they did not receive proper counseling, referral and follow-up will have cause for bitterness and discontent and may prejudice the cause of all the handicapped with employers.

As impossible as it is to please all of the people all of the time, every effort should continue to be exhausted in the counseling, referral, placement and follow-up of the handicapped, many of whom find in the Employment Service the first attention shown them as potential workers in all too many years.

This is no criticism of the job now being done. The results speak for themselves on this. But it is a sober analysis of the responsibility which now rests more heavily upon the Employment Service as the result of present and future efforts of the President's Committee to stimulate and increase public information and education on this subject and public acceptance of the handicapped as employable.

The President's Committee is a voluntary and cooperative effort on the part of a great many interested and sincere people and their organizations to take some constructive steps in rehabilitating and employing the disabled who desire and deserve economic opportunity.

Speaking to the Public Information Committee headed by Dean J. L. O'Sullivan of Marquette University, Labor Under Secretary David A. Morse said: "The manpower resources of the Department are at your service, the Secretary and the President want this program to be a success. Anything that lies within our power to assist the Committee in stimulating employment of the handicapped will be done."

Vice Admiral Ross T. McIntire, USN, (MD), Retd., Committee Chairman, replied that much good work is being done and that today, when more jobs were available, "every effort should be made to do an even better job which would pay great dividends in the future."

The Committee, with the active aid and assistance of Mr. Robert Ramspeck, Dr. Merle E. Frampton, vice chairman, Mr. Paul A. Strachan of the American Federation of the Physically Handicapped, and others, can and will be of great help to the Employment Service.

Backed by the personal interest of the Chief Executive, free of any suspicion of partisan interests, motivated by a desire not only to serve the handicapped but to increase public interest and understanding of the public and private agencies and groups serving the handicapped, the President's Committee hopes to provide a necessary lever with which to increase employment of the handicapped, while making it possible for the Employment Service and others to do a better job in their work for the handicapped.

Jobs For Veterans: Mrs. Bertha Calvert Davis, former WAVE, placed by the DCES, is interviewed by Nelson Reed, employment counselor, and Milton Q. Ford, left, WWDC's popular morning man.

On the Air . . .

"Spots" Give ES Day-Long Voice

By **HARRY G. PRENTISS**

Information Representative, District of Columbia Employment Service

THIS HAS BEEN A PUBLIC SERVICE FEATURE OF THIS STATION.

That declaration, simple though it is, is of importance to anyone writing for a Government agency which has not been allotted funds for radio time; important because it means the material was accepted and utilized by the local station. Its acceptance, however, does not necessarily mean it went on the air as it was originally written. It may have been accepted and scheduled simply because each radio station is committed to do a certain amount of public service work, or, if the script concerned a matter deemed of great enough importance to warrant from 5 to 30 minutes on your local station, a staff writer may have had to re-write the copy. This is not good! Material should be prepared in a professional manner ready for use.

To illustrate the importance of preparing radio material effectively, we quote from a conversation with Gordon Hubbel, program director of WMAL (ABC), Washington.

"Since most stations are understaffed, it often becomes necessary for a writer to 'double up.' By that I mean he may be called upon as an announcer, producer, or an actor; so it is important that the material submitted be prepared in a manner which will reflect favorably on the station as well as the agency.

"I cannot over-emphasize the significance of professional preparation. The better the production, the better the preparation, the more frequently future requests for time will be granted. It should also be remembered that radio is constantly approached by many sources, other than Government, for broadcast time. A certain amount of time is allocated each year for drives such as Community Chest, Cancer, March of Dimes, Christmas Seals, Red Cross. Often proceeds obtained through promotional campaigns on regular broadcasts are given to charity, so competition for this time is intense. It is very important to the business (radio) as well as to the requesting organization that material submitted be completely and comprehensively written."

LET'S WRITE THE TALK

ALL THE RULES about clear writing apply to good radio writing, of course, but the mike has certain "must" rules of its own. They're easy enough to follow, but you can't disregard them and make friends.

When you've tried out your argument, sit down and put it on paper. People like plain clear talk; the simpler it is, the more people will understand. Short words. Short sentences. Avoid elaborate phrases, long drapy clauses, and what is called "Formal literary locution." Use the clean English language that well-bred people use anywhere.

Some speakers just naturally write simply, forcefully, clearly and briefly. To them, putting a talk on paper is easy. Some don't, so they force themselves to put a limit of, say, 20 words on a sentence. Smart speakers watch for, and cut out, hard words: they never say "domicile" if "home" will do the job, which it usually will. They try not to use extra syllables.

None of the rules the "mike" sets down can't be broken; none of them is iron-clad. The dynamic, skillful speaker—pro or amateur—can break them all and still win—as the late Alex Woollcott broke them. But no speaker can really succeed without simplicity, clarity, sincerity and apparent ease.

So write your talk simply, clearly, sincerely, and easily—and above all, be yourself. Be natural. Make your points in terms most people recognize. Stories of human interest, allusions to things and events that are part of our daily lives make a radio talk vital. Good speakers avoid abstractions. As one put it: "Inflation, as an economic term, means little to people. But expressed as pork chops at a dollar a pound, it means an awful lot"—*Making Friends With the Microphone, Columbia Broadcasting System.*

What constitutes a professional script? First, remember the listener may not be aware of the work done by the agency, thus it becomes necessary to prepare copy so it will be thoroughly understood. Clarity and conciseness are of prime importance.

Granted that in preparing a script the required amount of research has been done, the proper channels negotiated, the approval of those in authority obtained, one thing may yet be wrong: the script may be stilted, have no individuality.

Here, then is a vital factor! What gives a script individuality? Many things! Knowing a subject thoroughly, a writer is prepared to portray a comprehensive picture. Knowing one's subject, however, does not insure an interesting presentation.

Each script must be approached with new enthusiasm, new interest—and new dialogue!

An element of the utmost importance is timing. The allotted time for a 30-minute show is actually 29:30; for a 5-minute show, 4:30, etc. Average reading speed is about 135 words a minute.

Make-up of the script is of first importance, too. The numbering of cue lines is advantageous since it lessens the danger of losing one's place in the script. Broken lines can be employed to indicate the musical interludes; while solid lines represent sound; and to guard against "part biting" (reading another's lines) each part may be circled in a different color. Samples of model scripts may be examined in any broadcasting station.

Motion pictures of actors fumbling through their scripts trying to find the correct sheet may seem funny, but to the person before the microphone it is definitely embarrassing. This possibility may be eliminated by numbering each sheet at top and bottom, for example: At the top left of page 2, "Jobs for Veterans, page 2–2–2–2" and at the bottom of the page, "–2–2–2–2–" in the center, and "more" in the lower right corner. This may seem like unnecessary work, but anyone who has ever fumbled through a script looking for a non-numbered sheet of copy, while the producer whispers in his ear, would think differently.

The most potent means of communication is the "spot" announcement, which runs from 12 to 60 seconds. Its potency lies in its brevity. People rarely tune out a "spot."

Here, then, is a powerful medium for selling our "product"—the services of the Employment Service—in 12 to 60 seconds, *exactly* that, no more, no less.

When writing a "spot" it is well to remember that the announcer may not have an opportunity to run over all of his material before going on the air. If the "spot" contains a poor choice of words, or poor phraseology, the announcer may "kick it around." When this happens the listener condemns the announcer, the announcer the public service department, which department will attempt to re-vamp or ignore future copy from the same source.

Because we try to make our copy interesting, striving for a professional touch, with particular attention to timing, our local broadcasting stations have indicated that our material will always be welcome.

TIMING YOUR TALK

TIME, indeed, is of the essence of broadcasting. Even the fraction of a second on your stop-watch counts. Whatever your actual speaking time is—you mustn't run short and you mustn't run over. So you'll want to time your manuscript carefully in advance.

A speaker too slow may make his listener restive; a speaker too fast may be hard to follow, and may tangle up his words. So rehearse at home—using the pace *you* think is most natural. Then time it—*page by page*—and mark at the bottom of each page either the total time you've used so far—or the total time you have left. With either reference right on each page, you can glance at the accurate big studio-clock and make sure your rate of delivery is what you planned—without breaking the stride of your talk.

But again—let your tempo be the tempo of your most natural and sincere manner of speaking to your friends. "Be youself."—*Making Friends With the Microphone, Columbia Broadcasting System.*

LOOKING AHEAD . . . A disabled veteran about to be released from Walter Reed Hospital, Washington, is being interviewed over WRGH on his occupational inclinations. Seated, left to right Sgt. Henry Meier, Harry G. Prentiss, John St. Petrie, Assistant Veterans Employment Representative, District of Columbia. Standing, Robert Catlow, station manager, who acted as monitor.

One "fan" letter sent to the director of the D. C. Employment Service, had this comment:

"I heard one of your scripts ('spot') on WTOP this morning and I stopped to listen. Even though it was at 7 a. m., which is my busiest time of day, it was so attention-getting that I paused in what I was doing."

The "spots" prepared by this office are repeated on several radio stations every day, and in addition we manage to have two broadcasts a week.

Here are some sample leads for "spots" used with success by the D. C. local office:

"Del Sarto was known as the faultless painter. Now, we don't say our painters are without fault, but their work is!" This is the "side-door" method; the listener does not know who is the sponsor till later.

"Your attention, please! Be on the lookout for this man. He is a bricklayer and he is wanted by the United States . . . Employment Service to get homes built for veterans. If you know his whereabouts, send him to (address). He will be paid well for his time."

This illustrates the use of the telephone number without provoking the ire of the listener:

"Lady, when the man of the house tries to help you with your cleaning by sweeping the dirt under a corner of the rug, count up to nine, because it requires but nine seconds to dial DIstrict 7000, the number of the United States Employment Service, where you can obtain information about hiring a day worker."

Again: "If you get the busy signal when you dial (telephone number), it's probably because some wise

employer is calling the United States Employment Service to list his job openings with it, or asking for information about hiring qualified workers."

Sometimes it may be necessary to go exploring for ideas. Often they will crop out of conversations with people, especially those in local trades that look to the Employment Service for help.

Other sources of information include the almanac, quiz books, dictionary, etc. Referring to the almanac, we discover the birth date of Alexander Graham Bell. With this information a "spot" can be formulated:

"Today we celebrate the anniversary of the birth of Alexander Graham Bell. His invention, the telephone, while a complex instrument, is quite simple to use when you dial (telephone number). Most well-informed employers know this is the number of the USES."

Occasionally we try a proverb adaptation:

"Early to bed, early to rise, and early to the USES if you are seeking employment! The best time? Between 8:30 and 10:30."

"They say no grass grows under his feet. That's because he calls the USES and gets a man to come and mow it for him."

There is no limit to the material that can thus be developed. It may take time and imagiantion, but it's worthwhile.

Never lose sight of the timing element. You may conceive a brilliant idea, but find it difficult to keep within the required number of words. If this occurs, re-write!

Once you get the "touch," you'll become proficient, each idea adding inspiration and stimulus to the others. After finishing a "spot," *read it aloud.* How does it sound to you? An announcer may read your material "cold," that is, without rehearsing it. He relies upon its being phrased properly. Such words as "however," "also," "but," "and," etc., are never placed in the middle of the "spot," but instead lead off a sentence!

It is worth repeating that the "spot" is a powerful means of getting ideas across when used wisely. Preparation of acceptable "spot" announcements is easier if one is familiar with what meets the radio station's criteria. This writer has found it a good plan to make an appointment with the station manager and visit him. Take a day off and follow a program from beginning to end; go to the programming department and observe while various shows are scheduled; visit all the other departments to learn what makes a successful radio station.

For one who is inexperienced in radio, these visits are one way of getting an inside picture of the operations of a station. Another way is through courses offered in schools throughout the country. Most of these courses are conducted by men in the business, experts in their profession. Here in Washington are

MAKING FRIENDS WITH THE "MIKE"

EVERY speaker on the air worth his salt has heard at one time or another from a stranger: "Every time I hear you broadcast I feel as though I had been listening to a friend."

And when that happens, the speaker knows that he's not only made friends with a listener, but with the microphone that started his voice out through the air.

For radio is perhaps the most powerful *and intimate* method of mass communication ever known. And the "mike" before the speaker is the direct link between the speaker and all the individuals who can listen.

Speaking into a microphone, however, is quite unlike speaking into a telephone, or speaking from a platform. It's as personal as an intimate face-to-face conversation. True, millions hear you, but they never think of themselves as part of an "audience." Instead, you're right in their living rooms with each of them—talking directly to each. And if you give him something he wants to hear, something helpful or important in his life, he's instantly your friend—grateful, loyal.

We're each of us listeners. We know that we're chiefly interested in ourselves. *Your* listener is just like *you*. So if you feel angry or cheerful, alarmed or confident—your problem is to make your listener feel as you do. By sharing viewpoints with him, you become part of his daily life. You are indeed *his* friend.—*Making Friends With the Microphone, Columbia Broadcasting System.*

COMPOSING YOUR TALK

NO TALK on the air—no matter how smooth the manner of it—can be any better than what you have to say. So your preparation is the soundest promise of a good broadcast. If you are given to odd or sloppy mannerisms of speech (which you can override with gestures when you're talking face-to-face) better examine what they are, face them, and practice to correct them. Nothing is more honest than a genuine mannerism—but a whole talk can be wrecked by unnecessary carelessness.

A good way to marshal your ideas is first to "talk them out" to a friend. Watch him as you talk. When he starts to wiggle in his chair, cross or uncross his legs—it's time to stop talking, or find a new approach. Few speakers can hold a radio audience for more than 15 minutes—almost none can hold the mass audience for an hour except on matters of prime national urgency.

What's more the first minute or two of this tryout talk can be critical—for that's where you capture your listener—*or lose him.* So you aim to fix his attention; then let him travel along *with* you seeking the "answer" to what you propose. You keep him attentive by building your points or experiences. Then you add them up in an appeal to the motives you know will make him want to act on what you've said: pride, perhaps—or pleasure, safety, justice, adventure, and so on.

When you've done that—STOP! Always stop before your friend wants you to.—"*Making Friends with the Microphone,*" *Columbia Broadcasting System.*

JOB REPORTER: Edward J. Bernot, right, supervisor, Applicant Relations Division, and Thomas Garvey, left, supervisor, Professional Placement Section, discuss job opportunities at the D. C. ES with WWDC's Milton Q. Ford.

several schools which offer such courses. One university has a radio course sponsored by the local ABC station, but drawing on three networks for instructors. Attending one of these courses, this writer has been able to keep abreast of new developments and changes as they occur in the broadcasting world.

Valuable, too, are a number of books by competent authors, the reading of which can be instrumental in achieving the professional touch in radio.

"A person who writes for radio should know about radio!" according to Roy Passman, program director of WOL, Mutual's station for Washington. Mr. Passman advises:

"Listen to your local radio stations; learn something about the 'personality' of each; slant your material for them. Don't submit the same material to two stations; use a different approach for each. Radio is as sensitive as a newspaper when it comes to being original; it doesn't wish to be 'scooped.' Analyze the target and prepare your missile. Brevity is of prime importance."

A small, but significant, factor to be considered is a letter of appreciation. This may seem unimportant, but to a station manager "it is an exhibition piece, something to show the FCC when requesting a license renewal (an annual event)," says Norman Reed, program director of WWDC, Washington. "Thank you" notes for favors shown by the local station(s) are deeply appreciated by all concerned. Congratulatory letters on anniversaries also are ingratiating.

This winter we had "spots" calling for snow shovelers aired over the 12 local stations during a 4-hour period. Response—800 men! That gives an idea of just how potent the "spot" can be.

Because we do not take this high type of cooperation for granted, we promptly expressed appreciation to the station managers. We think this important, since it is the one way the stations have of knowing how effective is the service they so generously render.

DON'T WE REHEARSE?

We Certainly do. No matter how seasoned a speaker or artist may be, he should always plan for a rehearsal before he goes on the air.

When you come to the studio (and by the way—always get there at least 20 minutes before air time) your voice will be tested over an open microphone, to see where to place it to make your voice sound most friendly and cordial. This rehearsal will help, too, to iron out any minor faults, correct any pitfalls in the script, practice (or change) mischievous pronunciations, and generally make you feel at home . . . which is where you really are.

Good actors, good singers, are usually those who have taken the most pains to perfect their delivery. Many able radio speakers actually make records of their voices before an important broadcast, to correct errors in advance. If you do this for the first time, you'll say "Why—*I* don't sound like *that!*"—because one can never hear one's own voice as everyone else hears it. But that stranger's voice *is* yours—so work on it objectively; the operation is painless.—"*Making Friends With the Microphone*," *Columbia Broadcasting System.*

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A Versatile Tool Is the Two-Seven-Four

By EMDEN C. SCHULZE

Ohio State Employment Service, Cleveland, Ohio

THROUGH the integration of labor market information found in the local office operating statistics, employer reports, employment service records, and community resources, the Labor Market Report (USES–274) presents the basic labor market facts of the Employment Service.

The USES–274 does not exist for itself alone. This labor market report has a definite place in the planning and operations of the Cleveland offices of the Ohio State Employment Service. It exists as a tool to supervise, facilitate, and appraise all of the functions of the Employment Service. Where have we been, where are we currently, and where are we going? Attempting to operate a local office without periodically reviewing figures on employment, labor supply and demand, employment opportunities, job prospects, and other related factors is comparable to attempting to chart the course of a Constellation airliner without the instruments of navigation. Failing to understand the labor market of the community, the efforts of the Employment Service to service workers, employers, and other community groups is aimless and without direction.

To Advance Operations

The labor market report is prepared for the manager and staff members as a tool to advance efficient operations. Analyses prepared in the bimonthly reports are periodically discussed in departmental staff meetings. It is recognized that effective day-to-day operations are dependent upon a thorough knowledge of workload activities and labor market conditions on a regular and continuing basis. The use of labor market information is not limited to the manager or to the labor market analyst; it extends to interviewers, employment counselors, employer service repesentatives, and, through local office staff, to all groups in the community interested in employment problems.

Labor market reports have alerted the manager and staff members in placing proper emphasis on the 6-Point Program of the Ohio State Employment Service. Although the manager is responsible for planning, directing, and evaluating the operations of the Employment Service, the manager is not the only individual concerned with management in the Cleveland offices. Supervisors also are "managers" with respect to the functions for which they are responsible.

Basic Facts for Action

How does the USES–274 facilitate an effective program of service for the interviewer, counselor, minority groups representative, VER, or Employer Service representative? The USES–274 presents the basic labor market facts to guide intelligent local office action. No Employment Service interviewer can perform his job adequately without a thorough knowledge of the kind and quantity of labor supply available and the size and nature of labor demand. The employment counselor must know what occupations are in great demand. To what extent do wage and experience factors affect the ability of the employment office to place young people? The ES representative is interested in how employer order specifications affect employment of women, veterans, inexperienced, handicapped, and minority workers. The synthesis of labor market knowledge in the labor market reports provides the raw material to facilitate the Employment Service's 6-Point Program.

Good labor market analysis provides the Employment Service with an intelligent basis for planning office operations. With the help of labor market facts, the manager and supervisors may anticipate changes in community labor supply-demand relationships and provide in advance for revisions in operational procedures. For example, upward trends in employment or accessions or shifts in employment patterns may foreshadow changes in the employer-visiting program in order more adequately to serve employers and workers. In contrast, downward trends in employment presage a rise in the volume of job seekers, and claimants seeking unemployment compensation. Fluctuations in the office workload can be appraised properly only by evaluating the changing labor market conditions.

The USES–274 cannot change the labor market any more than the vital statistics column in the newspaper

can change the rate of births and deaths. Nevertheless, employment planning in the community is dependent in large measure on the availability of labor market information through the employment office. For the worker, it provides a knowledge of where existing jobs are to be found, and minimizes the pursuit of chimerical and nonexistent jobs. For various organizations interested in employment problems, particularly veteran and civic groups, labor market information directs their activities to maximize and regularize employment. The Cleveland offices are frequently called upon for specific information regarding local labor market conditions. Regular and continuing labor market reports are designed to provide the basic analyses to meet most of these requests.

Bimonthly analyses prepared in the labor market reports provide an excellent source of current labor market information for members of the Advisory Committee, of the Cleveland offices of the OSES. Each month a statistical sheet is prepared for members of the advisory group (based on the USES–209 and USES–212 reports) to indicate the adequacy or limitations in local ES operations. The analyst attempts to explain placements, referrals, counseling interviews, and other local office activities in terms of labor market conditions. The preparation of the USES–274 provides the analyst with a definite diagnosis and evaluation of operations in relation to the complete labor market area. In the review and guidance of activities in the Cleveland offices, members of the advisory committee—representing management, labor, and the general public—have found the labor market reports useful.

Newsletters Carry Facts to Employers

The needs of an effective labor market information program are met through the USES–274 reports. The monthly dissemination of 2,400 newsletters is designed to provide employers, business and labor organizations, and other community agencies with the same information that guides the local office. The labor market release, which is in part a condensation of labor market reports, presents the most reliable and comprehensive employment information available in Greater Cleveland. It is an important medium to maximize employment opportunities and to facilitate job stability in the community.

The usefulness of an effective labor market information program has been demonstrated. Recognition of the local office as the authoritative source for labor market information has brought increased employer confidence and community support to the Employment Service. The publicist, in cooperation with the analyst, has developed good radio and newspaper relations through the medium of labor market reports. Newspapers expressing a vital interest in job information are willing to publish labor market facts prepared by the local office because the information is current and has local news value. The USES–274 serves as a reference guide for both the publicist and the analyst in providing public information to newspaper reporters who visit our offices. The use of labor market information by the press, by radio stations, and by other private and public groups outside the Employment Service plays an important part in the local office public relations program.

Many Groups Look to ES for Information

Not the least important function of the informational service of the employment office is the provision of authentic labor market information to employers, schools, unions, veteran organizations, and other groups in the community. Employers in a wide variety of businesses such as banks, bakeries, foundries, and department stores have expressed appreciation of labor market information provided by the employment office as filling a local need not met by national newsletters or business releases. Employment information relating to accessions, separations, hours of work, in-plant training, and entry-wage rates (prepared by the analyst in the preparation of the USES–274) is not obtainable currently elsewhere in the community. Increasing numbers of firms are investigating our reports for information regarding the selection of locations for new factory sites. Labor unions are interested in labor supply and demand. The public schools look to the Employment Service for current information regarding job opportunities for high school graduates. The Urban League of Cleveland is interested in job development for minority workers. In developing long-range capital investment programs, the City Planning Commission has organized civic programs in Cleveland on the basis of current and anticipated labor market conditions. The USES–274 is used to provide employment and unemployment statistics to the Cleveland Electric Illuminating Company in cooperation with their "Cleveland—Best Location in the Nation" program. Other examples of the uses of the labor market reports might be given. In our enthusiasm to serve the community, the Ohio State Employment Service has attempted to provide a comprehensive service to all

job seekers, employers, and other groups requesting labor market information in the Cleveland area.

The program of the Employment Service when coordinated with the activities of community groups and agencies interested in helping workers to secure employment serves to implement community objectives directed toward maximum and regular employment. Labor market reports provide information necessary for local office personnel to participate intelligently in community planning with respect to employment problems. The analyst and other members of the Speaker's Bureau of the Cleveland offices use the USES–274 as source data in the preparation and presentation of talks to various groups in the community. To cite an example: The Ohio State Employment Service—because of its over-all relationship to the labor market in Cleveland—figured prominently in the recent hearings of the Community Relations Board which sought to determine the advisability of fair employment practices legislation. Statistical data with respect to job discrimination were prepared for members of the board. Previous analyses prepared in the USES–274 proved an invaluable aid to the analyst in interpreting these figures in terms of past and present labor market conditions.

Another example: With growing labor shortages in a free labor market, the problem of fully utilizing the available labor supply has become increasingly urgent. The Occupational Planning Committee of the Cleveland Welfare Federation is presently concerned about the employment situation for men and women over 45 years. Participating as a member of the Committee on Older Workers, the analyst—through the routine preparation of labor market reports—has been able to contribute pertinent data on restrictive hiring practices to committee members. In the past, such information was used by the Employment Service in the management of local office operations. This information is now available to many outside groups and serves to stimulate community action.

With access to a steady flow of current employment data, the Cleveland offices of the Ohio State Employment Service are uniquely situated in the matter of labor market information. The continued interest of workers, employers, and unions, and the excellent response of many community groups demonstrate that the dissemination of labor market information is one of the important functions of the Employment Service. The USES–274 report, properly used, is a tool which may be used for the improvement of local office services and for the more comprehensive service to the entire community.

Consulting the Oracle Of Labor Market Information . . .

Labor Supply Guides Industrial Expansion

By WILLIAM PAPIER

Chief, Division of Research and Statistics

Bureau of Unemployment Compensation, Columbus, Ohio

BEFORE the war, an employer who wanted to expand often looked first for an available plant. Basic considerations were largely physical. He wanted to be close to raw materials. He wanted adequate water and power. Transportation facilities were important. Tax rates had to be attractive. The distance to the market could not be too great. Finally, there had to be a sufficient supply of qualified workers.

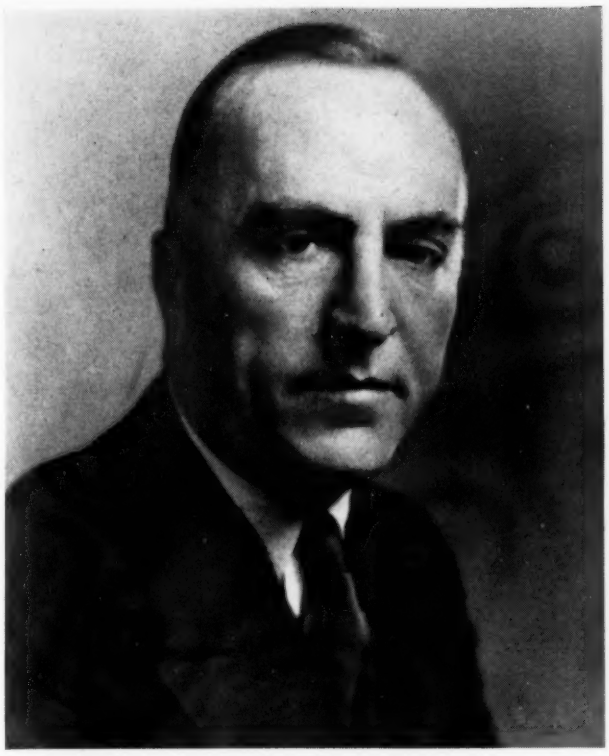
In 1940 labor supply was not a problem. Over 400,000 persons were either unemployed or working on public emergency relief in Ohio. It was not a year of poor employment; yet the labor supply was generally more than adequate all over the State.

Today the picture is far different. Although the Ohio labor force has increased about 300,000 since 1940, current unemployment is only one-fourth as great. Except for Akron and southeastern Ohio the labor market is fairly tight.

Today an employer who wants to expand usually looks first for his labor supply. Other factors are still important, of course, but the labor-supply problem has moved up in importance from the bottom to the top of the list.

Labor market information useful for industrial expansion is almost unlimited in variety. An out-of-State firm with a national market wanted a site

(*Continued on page 15*)



"We all owe an expression of gratitude to the Georgia State Employment Service for its contribution in helping to find employment for disabled servicemen."

Captain Eddie Rickenbacker

Flying ace in World War I, in which he commanded the 94th Aero Pursuit Squadron, "Captain Eddie" Rickenbacker in World War II carried out a confidential mission for the Secretary of War which took him to most parts of the world. A major at the end of World War I, it was as a captain that he won his fame in the skies over France and thus "Captain" has become an integral part of his name.

Handicapped Veterans Score!

ON MARCH 30, 1948, a citation award dinner was held in Atlanta, Ga., at the Ansley Hotel honoring Captain Eddie Rickenbacker, president, Eastern Air Lines, Inc., for his company's record in the employment of physically handicapped veterans of World Wars I and II.

This was an event attended by 400 employers from the Atlanta area and other sections of the State and they were much impressed with Captain Rickenbacker's speech outlining the effectiveness of the handicapped with Eastern Air Lines when they were placed on jobs within their capabilities.

The Georgia State Employment Service reports that as a result of this meeting at least one large employer of approximately 6,500 workers has decided to inaugurate a program in his own organization to employ a handicapped wherever possible.

An interesting speech in its entirety, the following are selected excerpts covering its high points.

★ ★ ★

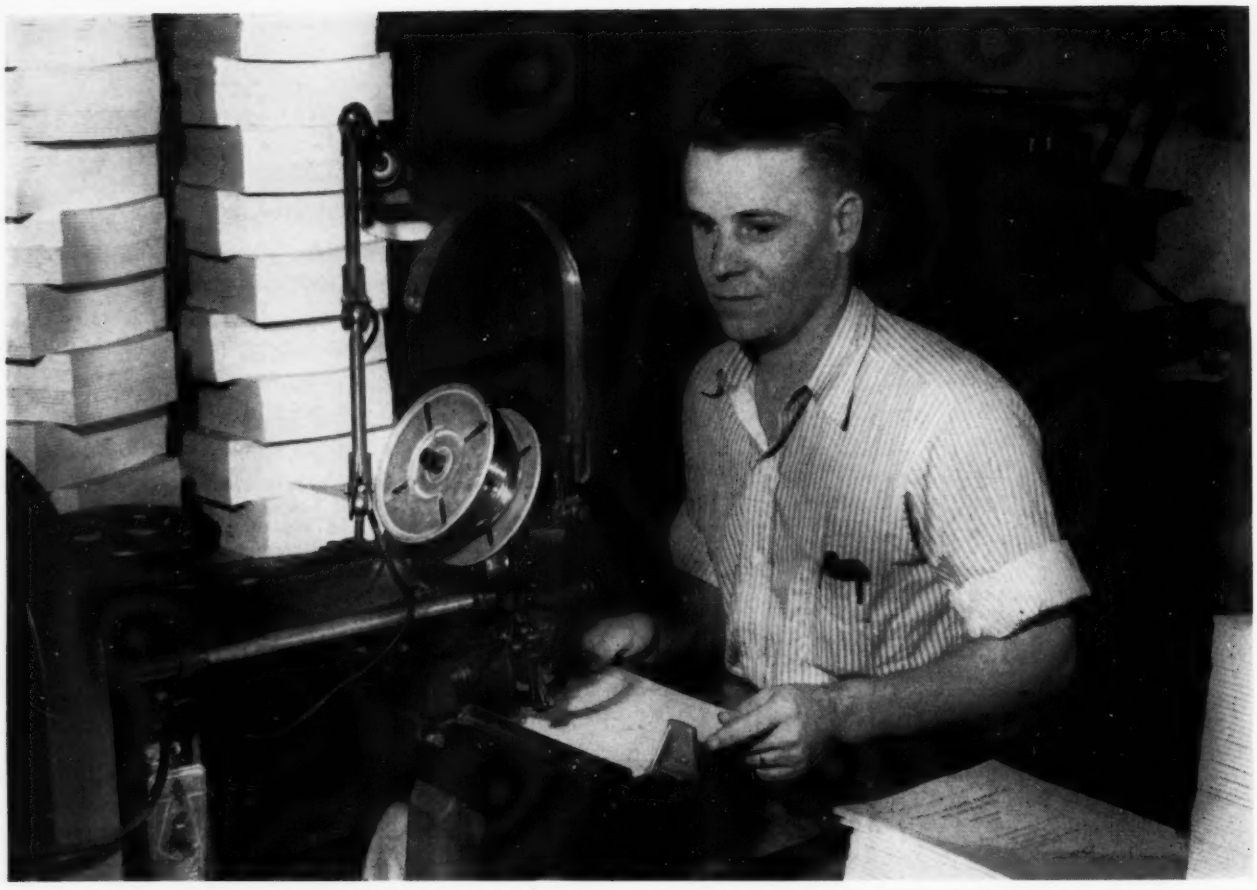
In accepting this award on behalf of the members of Eastern Air Lines—particularly for those who, 4 years ago, started in Atlanta to put this project into system-wide effect—may I say that we were governed by the simple premise of giving opportunity to men who not only wanted opportunity, but also deserved it.

And to give credit where credit is due, let me add that the Georgia State Employment Service, known during the war years as the United States Employment Service, in cooperation with the Veterans Administration and Veterans Employment Service, has done an outstanding job in the rehabilitation of disabled veterans not only with Eastern Air Lines, but other business concerns as well.

During my services with the War Department on combat fronts and the home fronts during World War II, I frequently visited various Army hospitals to talk to veterans who had become disabled as the result of war injuries.

It would have moved hearts of stone to watch those boys learn how to use artificial arms and hands, as well as legs and feet. It did not take me long to realize that there was no future nor inspiration without a goal toward which to work.

Their predicament set me thinking, and I had the idea that Eastern could and should play an important part in revitalizing the lives of these young men. When I discussed this matter with my associates, they agreed it was a good idea.



A disabled veteran happily employed as a bookbinding machine operator.

But an idea has no value until it is molded into a productive plan. So a system-wide job analysis was instituted which disclosed that about 90 percent of Eastern Air Lines' jobs could be filled efficiently by veterans with one arm or hand off, or with one leg or foot off.

Today, I am happy to say that the veterans we employed when this program began, have been keeping their jobs in competition with other employees. Also, they have won promotion, when deserved, in competition with other Eastern Air Lines' personnel.

We have no segregation of personnel that sets disabled veterans apart from others. On the contrary, our veterans do their work so well that the only sign which could possibly identify any Eastern employee with a group of handicapped veterans would be the fact that a veteran, as a rule, does a better than average job, despite his handicap.

Our experience has been that these men are superior with regard to absenteeism, accident frequency, and labor turn-over. Maybe this is because these veterans—in having lost some of their physical equipment in the service of their country—have gained something infinitely more valuable in the way of courage, stamina, responsibility, and mental alertness.

★ ★ ★

DISCOURAGED and disheartened, a disabled veteran contacted the Virginia State Employment Service office at Hampton, and his first statement was, "Nobody wants to hire me in the condition I am in."

The Manager, Jack Bennett (World War II), took him back to his desk and began talking with him. It developed that the veteran had lost the sight of his right eye and his right leg in the Battle of the Bulge. After a long talk, in which it was pointed out that there were a number of things he could do, his spirits seemed to rise as he became convinced that there might be some job he could perform. He was willing to try anything the manager recommended.

The manager called the personnel director of the National Advisory Committee for Aeronautics at Langley Feld. He described the veteran's disabilities and stressed his abilities and asked if there were not some job opening for him. He was invited to send the veteran to the personnel office for an interview. Believing in the adage, "Strike while the iron is hot," he forthwith took the veteran in his car for the interview.

The veteran was hired as a bookbinding machine operator. He was given the necessary training, and a follow-up visit by the manager found him happy in his work and the employer well satisfied with his production

—Submitted by E. CLYDE SMOOT, *VER for Virginia.*

The internal factors that made the veteran a good soldier, help to make him an even better worker. For the real measure of a man is in his thinking and in his doing—not in his limbs.

I have a two-fold purpose in turning what should be a short acceptance speech into a somewhat longer one. The first is that I hope to reassure veterans who have suffered the loss of an arm, a leg, or both in the war, that their usefulness is far from over, and that there are and should be plenty of places for them in American business and industry.

The second is that I pray and hope that pioneering work done by Eastern Air Lines in this particular field will continue to serve as an example to employers generally throughout the country.

There are still disabled service men to be employed. I wish that we could take care of them all but, unfortunately, that is impossible. However, our policy is to place as many of them where we can, as rapidly as we can.

High among our responsibilities as business men, is the employer attitude toward disabled veterans. Neither the Japs nor the Germans could kill these men. Let us at home not kill the gallant spirit that survived the horrors of war and the impairment of handicaps incurred by war.

We have seen men who have been physically incapacitated through the loss of a hand, leg, arm or foot, or maybe both, do wonderfully effective work without any sense of their handicap.

The only difference between a dependent, hopeless man, and an enthusiastic productive man is that the first has thoughts for himself alone and his misfortunes, whereas the other is ready and anxious to make a place for himself in the world, regardless of his handicaps. He is eager to live. He looks forward and outward in quest of new fields.

I know that the opportunity of obtaining work has changed the attitude of many veterans from one of complete despair to eager hope. If Eastern has done anything to help make the dreams of these men become a reality, we are well rewarded.

This is not said as an expression of pride in what we have done, but as a living challenge to enable us to do more in this fertile and worthwhile field.

We have gone as far as we know how in helping disabled veterans, but we stand prepared to go further, it anyone can show us how to extend our cooperation.

We all owe an expression of gratitude to the Georgia State Employment Service for its contribution in helping find employment for disabled servicemen.

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Labor Supply Guides Industrial Expansion

(*Continued from page 12*)

to manufacture women's wear. Around 200 women between 18 and 40 years of age would be employed. Most of them would be power sewing-machine operators with a few supervisors, trimmers, inspectors, pressers, folders, and boxers. In which of the smaller Ohio cities were there qualified labor supplies with no existing demand? A dozen communities met these specifications. Information was provided for each.

A manufacturer with plants in several States planned to build more. He wanted labor market facts for a number of Ohio cities. How many men would be available? How many women over 21? (Ohio law forbids employment of younger women after 10 p. m.) The data were assembled, with information on wage rates. Construction plans are under way.

An Illinois firm considered Cleveland and Cincinnati for a new machine-tool plant. The decision boiled down to the supply of qualified men in each city. Wage rates and the prospective demand for such men were also considerations. The facts were available from the information normally clearing the Ohio State Employment Service. They were impartially presented, and a decision reached.

A New York firm manufacturing a new product wanted to pick wholesale distribution points in Ohio. Retail dealers would then be selected for exclusive franchises. Which of Ohio's 88 counties had the greatest population, employment, and pay rolls? Which were shrinking? Expanding? Wholesale distribution points would be in the most populous centers, and retail outlets in counties of greatest potential sales—as indicated by the size and trend of the pay roll. The firm was far more interested in the labor market facts for employed workers, than for those unemployed. Population estimates were provided, as well as employment and pay-roll figures by county, based upon reports from all employers of three or more subject to the Ohio Unemployment Compensation Law. These figures were exactly what was needed.

Many more illustrations could be given. Modern, forward-thinking businessmen do not operate on snap judgments. They want facts. They want unbiased facts, which Labor Market Information provides.

The preparation and dissemination of Labor Market Information represents one of the chief contributions of the Ohio Bureau in its efforts to expand employment and to reduce unemployment in Ohio.

From Whatever Angle, It's An Ultra Smart Service . . .

Job Development In The Social World

By BETTY F. PLACE *and* WILLIAM C. SYPHAX, Jr.
Industrial Trades Office, USES for District of Columbia

FOLLOWING World War II, the District of Columbia had an unprecedented number of young veterans enrolling in the several universities and large schools within the boundaries or within commuting distance. From all over the country, these young men soon realized that high living costs in Washington put a severe strain upon their GI subsistence allowances. They began to make inquiries about part-time work—work that could be done during hours that could be spared from studies.

When inquiries coming into the Trades and Industrial office of the District of Columbia USES began to mount, that office saw in them not only an obligation to put the talents of the Employment Service to work on the matter, but also an opportunity to render a service to a group of "potential employers" in the community.

Because the Nation's Capital is not an industrial center, its job-opportunity pattern differs from that of most other cities of comparable size. This difference becomes even more apparent when part-time work is the objective. A world-famed capital with an international aura about it, Washington probably leads the country in social entertaining. It is not surprising to find trade and service jobs outnumbering other types of opportunities in such an essentially residential locality. Part-time jobs would seem to be abundant, but the fact is that many openings are not suitable for the part-time applicants here involved, because they carry working hours that would conflict with classroom attendance. Any program to be worked out would have to overcome such deterrents to employment where GI students are involved since they are required to maintain educational standing.

Job Development Opportunity

One thing was obvious to the Veterans Employment Representative in the Trades and Industrial Office and to its manager: What was needed was a part-time job development program geared to the particular needs of a particular group.

Where could we look for the jobs? Washington's glittering social scene seemed to hold the answer. Gay with social life most of the year Washington scintillates with entertaining during the "season." There is a continuous round of receptions and balls, teas, dinners, suppers, and cocktail parties involving official, diplomatic, and society hosteses who need extra serving attendants. Here, we were sure, was the key to the job-development angle of our plan to help the student veterans find suitable part-time employment.

Our program was rounding out. We were accumulating a pool of registrants who would be available for part-time work in jobs we hoped to develop within the circle of the Capital's social life. These jobs would meet the needs of the students yet would not conflict with classroom obligations.

Training Came Next

We were also aware that green recruits could not be placed in jobs that necessarily would have exacting standards. Social entertaining calls for well-nigh flawless service. Thus we knew that our part-time workers would have to be in the nature of specialists. To give them this status it would be necessary to find a way to make training available to them. This we were pretty certain could be accomplished through the voactional guidance activities of the Public School System of the District of Columbia.

Our third concern had to do with ways and means for getting the newly developed service known in the circles where we intended to promote its use. In other words, publicity.

Thus we had a complete mental picture of our program as we took steps to bring it into being.

First came arrangements for training to serve at social functions. We learned from the Vocational Education Division of the Public School System for the District that it was possible to arrange for the necessary training facilities. We already had a large number of inquiries from students at Howard University wanting part-time work and after consulting with its Veterans Advisor, we launched our project with students from that campus. For the greater convenience of the students, arrangements were made for the Employment Service interviewer to set up his

interviewing station in space made available on the university grounds.

Through our own registration files, we located a suitable instructor, one who met the requirements for this training job and who was duly certified by the District Public School authorities to the training project.

Training was to cover a 5-week period with classes on two evenings a week. Students were required to have good scholastic standing before they could be certified to the course, and it was to be made clear that they would be expected to maintain that standing if they wished referral to jobs.

Fifty-two young men were among the first group of students to respond to the opportunity when our local Veterans Employment Representative arrived at the university to interview the prospective trainees. He took skeleton registrations and armed with substantial evidence of interest on the part of the veterans he was able to present a good case for the training project to the Director of the Vocational Education Division of the Public School System.

It was not long before the project was under way. The local VER addressed the opening session of the class, explained the operation of the vocational training program under the District Public School System, and then introduced the instructor whom the local VER had selected for his background and experience. The USES was now finished with its responsibility for one angle of the program and except for occasional courtesy visits to the classes, took no further part in the training activities.

Our manager now turned to the matter of publicizing the program. This was important to its job-development phase. Fortunately there was within the USES organization an information specialist who knew her way around the corridors of press and radio; and who knew social Washington well enough to judge which of its members were apt to become potential users of our "party service." This employee, ideal for such an assignment, was put in administrative charge of our seedling venture.

Although launched in November, the "party service" was really not in full operating gear until the following month. Nevertheless, almost from the start word was getting around and Washington was pricking up its ears with interest. Came our first order. It was from the chief steward in charge of the anniversary dinner of the United States Marine Corps. A service affair, veterans were specified in the order and we lost no chance to recommend our student group although none had yet graduated from the course. The steward was willing to take a chance, seeing eye to eye with us in our confidence that the boys could and would do a creditable job, even flying on one wing.

In the best ES tradition, we followed up on these first referrals and found the chief steward had high praise for the boys. If his enthusiastic reaction could be taken as an indication, we knew the program was going to be popular.

We Publicize Advantages

Thus we took up the publicity task with added confidence. The social season was getting under way and we wanted to keep pace with it. Press and radio, always staunch friends of the chap who wants a job, the employer who will give it to him, and the organization that wants to bring them together, took the idea to heart and gave it plenty of "space" and "time." Here was a service, they pointed out, that Washington hostesses dreamed about and would welcome.

In our own office, reading the society columns of the newspapers became a must, for here was our lead to the up-and-coming social functions of the season. From these columns and other sources our local office manager was able to build up a mailing list of embassies, cabinet and congressional members, Government officials, ranking service officers, club presidents, society leaders, and a host of other party-givers. To each he sent a letter describing our "party service," how to use it, the conditions for hiring, the training and qualifications of the workers and its all-round advantages.

Orders came in, a few at first, and then hostesses began to send repeat calls for the service. During the Christmas and New Year holiday season the veterans were in great demand. With some of them absent on their own holiday leaves, those who remained in Washington could scarcely fill all the calls for their services. Assignments ranged from private homes of the great and near-great to embassies, hotels, and country clubs. One famous general, on his way to residence in New York, wanted to know whether the New York State Employment Service had a similar program.

It is evident from comments and repeat orders that employing hosts and hostesses welcome and appreciate this special "party service" and the admirable qualifications of its workers. If Society's standards of service are exacting, this pinch-hitting trained group meets

(*Contonued on page 19*)

Rural Youth Learn Strategy of Job Finding

By MIRIAM RICHARDSON

Interviewer, Norfolk, Nebraska

YOUNG people in rural communities have just as many ideas concerning what they would like to do for a living as do the young people in urban areas. But—they do not have an opportunity, as do youth in the larger industrial centers, to observe at first hand many of the occupations and industries in which they are interested. Consequently, while some of their ideas are practical, others are apt to be quite impractical.

In view of the fact that many of these "ideas" entail leaving home and the expenditure of valuable time and money, it is necessary that our young people be started in the right direction from the beginning. So, the Vocational Guidance Department of the Norfolk Public Schools decided that a plan should be evolved whereby young people could be given practical information and counseling regarding the jobs in which they were expressing an interest; or, if they had no definite interest, to place before them information regarding fields of work which they might consider.

Plans were laid in the fall of 1939 for a "Youth Guidance Clinic" to be held in February of 1940. The cooperation of the Rotary, Lions, Kiwanis, Business and Professional Women, American Alumni of University Women and Chamber of Commerce was solicited. Speakers, representing 35 fields of work were chosen by these clubs to talk in "conference sessions" to groups of high school students. For some time the Youth Placement Division of the Norfolk office of the NSES had been working in cooperation with the Vocational Guidance Department of the schools. Because of this, the manager of the local office, representing the NSES and the Norfolk Chamber of Commerce, was asked to give the official welcome to speakers and students at the General Assembly of the clinic.

Most of the speakers were employed locally in jobs related to their subjects, but they did not talk entirely from the standpoint of work to be procured in Norfolk. They had been asked to discuss the duties of their jobs; educational, personality, and experience requirements; opportunity for employment in their fields; financial benefits; and possibilities for advancement.

Previous to the day of the clinic, lists of the speakers and their subjects had been given to the high school students and they had decided, with the help of their advisors, on the session they would attend.

With so many speakers, the time allotted to each was necessarily short. Each one, of course, could touch only on the basic facts concerning jobs or professions. Part of the time was set aside for questions and answers.

So successful was the clinic, it was decided to make a yearly event of it.

In 1941, with experience drawn from the previous year, the clinic was even bigger and better. Fifty-one speakers talked on 51 different subjects. The manager of the local NSES office discussed "The Strategy of Job-Finding and Jobs in Norfolk"; an Interviewer from the Youth Placement Division in the local office talked about "Occupations for Women in Business." The students came prepared with more questions for discussion.

Three clinics were successfully held before wartime conditions caused them to be discontinued. Up to the fall of 1942, the Norfolk High School had been one of the few schools in Nebraska to have a full-time Vocational Guidance Director. The job of planning and organizing the clinic was a big one, and, when this Director left to go into war work, the scarcity of qualified teachers in his line made it impossible for the schools to replace him. The teaching schedules of the other instructors did not permit their assignment to the job. Needless to say Employment Service personnel were working to full capacity on wartime recruitment and could not take over this responsibility.

However, there was no intention of discontinuing clinics permanently. And on April 18, 1947, there was a resumption of activity and a fourth Vocational Guidance Clinic was successfully held. Speakers discussed 30 different subjects. The manager of the local NSES office and the Youth Placement Interviewer were again called upon to talk. Seven outside speakers augmented the local talent.

Although these clinics were filling a definite need, the students were still sitting at the same old school desks, listening to adults "dish out" information from the wells of their "superior knowledge." The young people were not coming into direct contact with employers and the jobs they offered. They were still, in many instances, "idealizing" jobs and working conditions. So, during the forepart of 1948, the manager of the local NSES office conceived the idea of a *Job Survey* which would be made by high-school students.

This survey would provide information to the Vocational Guidance Department of the schools and to the Nebraska State Employment Service and should benefit the local youth who planned to enter the labor market in their own home communities. It would also bring youth into direct contact with the employers and give them a more practical picture of actual working conditions.

The matter was discussed with the school authorities and it was decided that a group of 35 students would carry out the project. The manager of the NSES agreed: to divide the town into sections, listing employer names and types of business; furnish a questionnaire; and tabulate the results. The students would contact the employers, post the information and briefly discuss the individual benefit derived from the survey. (The students' comments were refreshing but space does not allow their inclusion in this article.)

This was to be a complete survey of the town's business and professional concerns. At least 444 contacts would have to be made. As the students could work only a few hours a day covering a 2-week period, we realized that they might not be able to make complete coverage, and the local office manager had agreed to "mop up" after the students had finished.

The young people did remarkably well, and, at the end of the 2-week period had contacted 456 business and professional service establishments. The employment office received the questionnaires, and compiled the statistics. In addition to current employment figures and estimating employment demands after June 1948, the most valuable tabulations in the schools will be those showing the occupations which provide the greatest employment opportunity for both male and female workers and the breakdown of specific occupations in which the largest number of workers are engaged. Tabulations showing the listing of occupations for major occupational groups will also prove of interest. The largest number of employed workers was in the clerical and sales group, service was second, and professional and managerial, third. While a complete analysis of the occupational data has not been made, it appears that both the vocational departments of the schools and the NSES will benefit from the survey.

It might be added that the young people of this rural community are also benefiting from the steadily increasing interest in testing. Neither the schools nor the NSES staffs is satisfied with merely bringing to the students a realistic picture of occupations and industries; they are also testing the youth to discover whether or not they are fitted for the occupations in which they have expressed an interest.

Much is yet to be done in the way of individual testing and counseling, but the Norfolk office of the Nebraska SES feels that the work is headed in the right direction, and that each year will see progress in the benefits offered by this community to its young people who are preparing to enter the labor market.

Handicppped Veterans Score

(*Continued from page 15*)

As an employer, I repeat, that Eastern Air Lines has found it good dollar sense and good common sense to employ disabled veterans.

For there are neither halt nor blind where there is hope and encouragement. And I repeat in all sincerity, that this country will have no disabled veteran problem, if industrial and political leaders will only use their hearts and their heads.

Job Development in the Social World

(*Continued from page 17*)

them. These are serious-minded young men preparing for careers in engineering, law, medicine, and other professions. They have met the high qualifying requirements of the GI Bill of Rights; the stiff entrance requirements of the university. They appreciate the opportunity to supplement their incomes in a manner that will not interfere with classroom requirements, and they approach these jobs with confidence. They have good personal appearance, for military training has taught them good posture and carriage, they are well-groomed, and they are trained in the details of the service expected of them. Several hostesses have indicated that they no longer have to worry about correct and courteous service to their guests when the "party service" takes over. It is a privilege to get the services of these well-trained young men.

This venture has not done badly. We know it is clicking here and may catch on in other cities. Certainly in its small way it is a demonstration of what can be done by way of service in a community through the job development activities of an ES office. The need of a group of individuals for part-time work became to us a challenge. It gave us an opportunity to do a familiar type of job under somewhat new conditions and circumstances. In venturing into society we hope we may have won patrons permanently to the use of Employment Service facilities.

As some sage or other might say: "The Employment Service is Getting Up in the World!"

RE: VETERANS

GI'S FINISH JOB TRAINING

ONE in every 15 World War II veterans taking on-the-job training under laws administered by Veterans Administration had completed his training by March 1.

About 75,000 veterans finished job training courses they started under the Servicemen's Readjustment Act (GI Bill). Another 14,300 were rehabilitated by training under the Vocational Rehabilitation Act (Public Law 16) for the disabled.

These veterans are among the 772,500 ex-servicemen and women who had temporarily interrupted or permanently discontinued their job training since the programs began. Of this total 703,000 were GI Bill trainees and the remaining 69,500 trained under Public Law 16.

Still enrolled in on-the-job training courses on March 1 were 492,000 under the GI Bill and 104,000 uner Public Law 16. The 492,000 represent 152,000 in apprentice training programs and 340,000 in other types of training on the job.

FOR THE SPEECH HANDICAP

APPROXIMATELY 100,000 World War II veterans who suffered speech impairments in service may be eligible for special restorative training established by Veterans Administration to help them overcome their handicap.

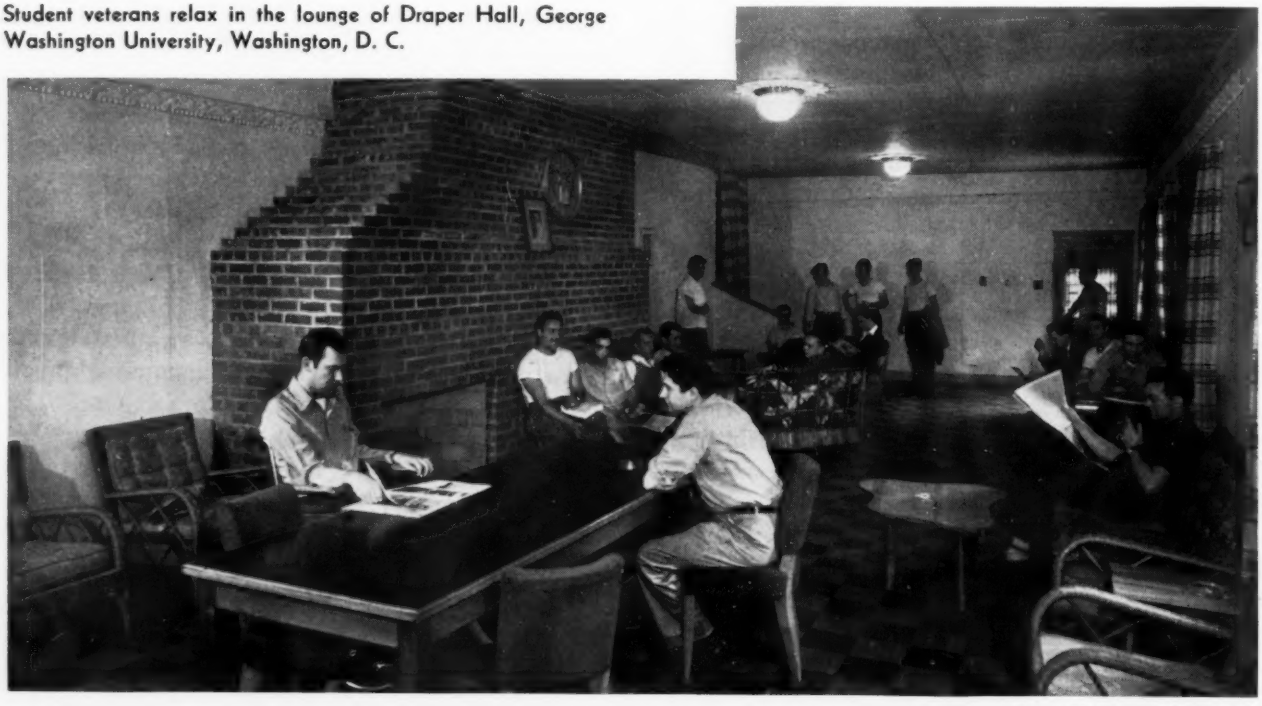
The training is available under the Vocational Rehabilitation Act (Public Law 16) for disabled veterans, when:

1. The speech impairment interferes with the satisfactory employment of the veteran or the successful completion of his vocational training.

2. The physical and mental condition of the veteran is such that speech correction training may be pursued satisfactorily.

3. There is good promise that specialized training will overcome or reduce significantly the veteran's handicap.

Student veterans relax in the lounge of Draper Hall, George Washington University, Washington, D. C.



George Washington University

In some cases there may be the possibility that speech impairments can be improved by medical or surgical treatment. These services will be offered eligible veterans before they are entered in the special speech correction programs.

The type and amount of special training will vary with the needs of each eligible veteran.

Generally the training will be offered in speech clinics of colleges, universities, medical centers, hospitals and public schools; speech clinics operated as adjuncts to guidance or mental hygiene clinics; private speech correction clinics and in curative workshops.

Each training center selected by VA must have competent speech pathologists and correctionists who meet the standards set by the American Speech Association; physical facilities, equipment and materials adequate to furnish effective training; available medical services for necessary diagnostic purposes.

TOTAL TRAINING TIME RULING

DISABLED veterans eligible for education or training under both the Vocational Rehabilitation Act (Public Law 16) and the GI Bill (Public Law 346) do not increase the period of training they may receive if they combine their training programs under both laws.

The total training they may take in such combination programs approved by the VA is limited by the maximum training time available to them under the law which provides the greater period of eligibility the Veterans Administration has recently ruled.

The ruling is based on the decision that the time spent in training under one law must be charged against total eligibility for training under the other law.

The decision holds the length of combination training courses to 4 years, since the maximum eligibility for training under either law generally is limited to 4 years.

TURN-OVER RATE AMONG VETERANS

BUSINESS WEEK not long ago carried an article on turn-over among veterans. It offered some good advice to employers and to the Employment Service as well.

The excerpts following speak for themselves:

"If that 'quit' or 'turn-over' rate bothers you, Mr. Manufacturer, permit us to offer a suggestion: Instead of telling the veteran applicant for work, that you have a job at (blank) rate per hour, tell him all about the job. Do you have any incentives? Do you pay for a holiday and give him time off?

"Do you offer or amplify any bus service or other service to facilitate trips to and from work? How soon after he goes to work can he expect a raise? And how soon, after the first one? Do you give vacations with pay? Do you carry group insurance? Do you have any promotional policy? Do you have training programs?

"In other words, give the veteran the full story—and watch the difference in the quit rate.

"If you hire workers through the State Employment Service—and you should—give them the information for relay to the applicants. It *works*—to your advantage, to their advantage, and to the advantage of the veteran applicant. In one Illinois office, by agreement with a number of local employers, this system was tried out. It resulted in a sharp drop in turn-over, the ratio of Employment Service referrals to placements dropped from 3.7 to 1.6—and the veterans proved their satisfaction by sticking to the jobs.

"Why? Put yourself in the veteran's shoes! Think of your years of service in the Armed Forces and plans for the future. Those plans revolved around a job that was to be the center of your life. On this job depended your future—your grocery bills, payments on the car, rent, clothes for your children, etc.

"Now, don't you agree you want to know all there is to know about the job? Try it—and watch that quit rate go down.

"And another thing—stop thinking of World War II veterans as 'kids' or 'boys.' *Their average age is 29 years.* Old enough to know what they want! Old enough to have responsibilities! Old enough to want to carry these responsibilities and to realize the need for enough pay to do so! Old enough to ponder on the future! Old enough so he has no desire to be stuck in a blind-alley job!

"And a reminder to all Employment Service people—the experienced traveler goes places on time and on the right road because he never hesitates to ask questions. When you take an order from an employer, don't hesitate to ask him for additional information—you need it perhaps to pave the road of destiny for an unemployed veteran."—*VES. Chicago, Illinois.*

Next Month

OCCUPATIONAL ANALYSIS IN THE EMPLOYMENT SERVICE TODAY

Theme material will accent "anticipating local need for occupational analysis and what is being done about it."

An Exceptional Something Has Been Added . . .

This Veteran Hired Us

By JOHN F. RADIKIN

Veterans Employment Representative for the State of Rhode Island

IT WAS one of those typical days with which Veterans Employment Representatives are so familiar. Telephone buzzing—calls to and from the Veterans Administration, to veterans, to employers and employer groups, calls from this and that one in veterans' organizations asking for an appointment for some veteran with a special problem.

On such a day there came into my office one Joe Davis (of course, I didn't know his name at the time). He had a letter which he handed me, not with his right hand, but with the prosthetic appliance which had replaced it. The letter was from the Disabled American Veterans Service Officer at the Veterans Administration and it was a request to do something for Joe about a job.

What impressed me about Joe was his confidence and a lack of self-consciousness about his disability or the artificial appliance he used so well. He seemed proud that he had mastered its use and anxious to demonstrate that fact. Just as I was about to offer him a cigarette, he had, with remarkable dexterity, pulled one from his own pack and offered it to me. Not only that, but he speedily lighted a match and held it to the cigarette which I had accepted from him.

It was "the old master" Charlie McGonegal—all over again, I thought. I had seen McGonegal, who had lost both hands in World War I, frequently demonstrate his ability. Quite naturally, I referred to Charlie. Did Joe know him? A smile lit up his face as he exclaimed, "I guess I do, he was one of my instructors."

We talked of his army service, how he was wounded in the Battle of Anzio, the subsequent amputation of his right arm, his reactions and emotions, his fight to recover his morale, how he had learned to write again and to do many other things with this new hand.

We discussed his education and his 2 years of college when he was looking forward to completing his academic education and his then ambition of becoming a teacher. Four years in the United States Army had changed his ideas in that regard.

I showed him the aids developed by the USES for placing dischargees in civilian jobs. While he interested himself in these aids, there jumped into the back of my mind the notion that the ES would benefit from the services of this disabled veteran.

The conversation drifted around to a discussion of the type of work he would prefer to do. And, what was that? Well, the answer could not have suited me better. He would like, he said, to serve veterans; would like to help with their rehabilitation; help fit them back into community life.

Then I asked what he thought of the possibility of working in the Employment Service as an interviewer. The salary, I said, would be low at the start but the chances for advancement would be good. I had no knowledge of any openings in the Employment Service, but I was certain if it was necessary to do a real selling job on the Director to get him a chance, I would make the supreme try. Here I was trying to sell the ES to Joe as an employer. Joe had an appointment with the State Director a few days later. I began to wonder if he would "hire" us.

Apparently Joe impressed the Director as he had impressed me. He became an interviewer on the local office staff of the Providence office, the largest office in the State.

Joe in due course finished his indoctrination training and started training on the job in many of the operating functions of the local office: reception, routing, interviewing, registration and selection, and more difficult, testing.

His work has been exceptional and he is now performing the duties of a counselor.

As they say, "Something has been added" to the Rhode Island State Employment Service, and because of that something, a lot more disabled veterans will be given a chance in private industry to prove their abilities.

Statistics Alone Never Tell the Full Story . . .

Career Was Close to Handicap

By MALCOLM S. CONDIE, Jr.

Manager, Hammonton Office, New Jersey State Employment Service

ABOUT 2 years ago David P. appeared at this office with a real problem. He was under 30 years of age and had been stricken by infantile paralysis, which had affected both legs. A portly man, walking was difficult for him, even with crutches.

At the time of his visit to the Hammonton employment office he was employed by a local transportation company as a billing machine operator at $22 a week. He was concerned that, in his present work, he could see no future. This added a mental cloud to an already handicapped physical body. He was ambitious to learn a worth-while trade, but was at a loss to say what type of training he wanted. Nevertheless he did possess a driving determination to rise occupationally by means of a new trade. The counseling interview had thus far revealed little with one exception—David had once taken a course in orthopedic shoe repair.

Here was the germ of an idea. We knew there was a critical need for skilled workers in the craft of artificial limb and brace making. The England General Hospital operated by the Army Air Force in Atlantic City maintained a department for the manufacture of artificial limbs and braces. We arranged an appointment for David with the head of that unit, but it did not develop into a job because only fully-qualified craftsmen could be employed. David did not let this dampen his enthusiasm; he returned to the office with the remark, "We'll keep trying."

Our next contact for David was with the local representative of the State Rehabilitation Commission. He made arrangements with a Minneapolis manufacturer of braces and artificial limbs for David's employment and training.

David's whereabouts were lost to us for about 2 years. Then, during the Christmas holidays we were amazed to see him enter the office; he had abandoned his crutches, and was using a pair of canes. We had a chat about his many new occupational experiences. He wanted, he said, to express his gratitude both to our office and to the State Rehabilitation Commission. As an apprentice he had been earning $45 a week. And now that he is about to be recognized as a fully-qualified craftsman, offers of employment were coming his way and the prospect of higher pay was gratifying.

David's belief in himself was justified. Through sheer determination and through the aid of employment counseling, he is nearing his goal. He has bettered his material structure and a feeling of independence it gives him is contributing to his general well-being. He would resent any implication that his physical handicap limits his ability.

The braces he now wears he made himself. One leg, which was shorter than the other, is lengthening.

Employment counseling was the spark that changed the life of a discouraged handicap into that of a happy, enthusiastic and useful citizen. His success may even have industrial implications for his home community in the future.

Statistically this case shows on the record as one application taken, several referrals, no placements. But, a new outlook in the place of discouragement and the likelihood of a new industry for Hammonton are two testimonials to our service.

Statistics alone never tell the full story.

INDIA'S EMPLOYMENT SERVICE

Despite the reduction of employment exchanges from 70 to 52, brought about by the partition of the country, the employment service in the Indian Dominion is forging ahead. This statement is enlarged in the November 1947 issue of EMPLOYMENT NEWS published by the Resettlement and Employment Organisation of the Indian Dominion.

Employment continued its upward trend during October 1947. The employment exchanges placed 14,395 applicants—a new record for the reduced number of exchanges. Of that number 7,474 were ex-servicemen.

The resettlement and employment of refugees from Pakistan is a new responsibility which has devolved upon the employment organization. Efforts are being made to give all possible assistance to such displaced persons who need help in finding jobs. Although this work is a new undertaking, results are encouraging. By the end of October 1947, 3,607 refugees had been placed. This brought the total of persons placed in employment in the Indian Dominion by the Resettlement and Employment Organisation as of the end of October 1947 to 200,862, including 126,093 ex-servicemen.

Selection and appointment to training courses in the Indian Dominion is also a task of the employment exchanges. During October 2,832 ex-servicemen were sent to 186 training centers—2,674 to vocational and technical training centers and 139 to training centers for war-disabled. Training centers had 9,589 enrollees at the end of October. Up to that time 38,660 persons had been selected and placed in training by the Resettlement and Employment Organisation.

The Employment Service In Japan

As Communicated by CHESTER W. HEPLER, *Chief, Manpower Branch, Military Government, Japan*

BACK in January 1947, the EMPLOYMENT SERVICE REVIEW gave its readers a first-hand observation of Japanese Employment Exchanges by Edward Hollander and J. F. Wellemeyer, both of whom served on the Labor Advisory Committee sent to advise General Occupations Headquarters on Japanese labor problems.

A supplement to this article now comes by way of a copy of a release sent back to the States by Chester W. Hepler, now serving as Chief of the Manpower Branch of the Military Government in Japan. The release covered Mr. Hepler's statement before a Japanese Press Conference in Tokyo, November 22, 1947.

Mr. Hepler also included a clipping of a news story (see box this page) which appeared in Japanese papers as a result of the press conference. He says, "It illustrates what comes out when English is translated into Japanese and then back into English again."

UNHERALDED, and without fanfare, a landmark in the history of Japan occurred on November 20, 1947. On that day the National Assembly passed the Employment Security Law.

This Employment Security Law compares favorably with that of any modern Nation on the same subject, retaining however, a basic Japanese character fitted to the special conditions of Japan.

This is an important phase in the history of Japan because it deals with a basic element in the economic life of that Nation—people and their jobs. It sets democratic patterns by which people get their jobs and employers get workers.

Provisions of the law provide for first and foremost, public employment security offices (called Kokyo Shokugyo Antei Sho). The law sets up the basis for the most effective handling of the employment process, bringing together without delay employers with qualified workers, and qualified workers with suitable jobs. This is done by providing in each community a public employment security office.

A four-point program is established, providing for:

1. The development of procedures which will place workers in suitable jobs utilizing their highest skills.

2. Counseling for workers requiring occupational adjustment.

3. Actively assisting employers to recruit a stable and efficient work force.

4. Making methods and techniques developed by the employment security office available to employers so they may improve their personnel management practices.

One of the tools provided for by this law is that of gathering, analyzing, interpreting and disseminating labor market information for use in planning for increased employment and economic activity.

A second feature of the law has to do with vocational training, authorizing a national government subsidy and technical assistance in out-of-school vocational training programs.

The third major phase of the law provides for prohibiting restrictive, undemocratic and archaic recruitment practices. This will abolish the recruitment of slave labor and employment of children. Fee charging private employment agencies would be abolished, or licensed and strictly supervised.

The Employment Security Law, if properly administered and if activated through vigorous administration and enforcement should eventually establish security and manpower utilization programs in the world.

"Mr. Hepler, Chief of Manpower Branch, Labor Division, ESS, announced the following statement concerning Employment Security Law at the press conference yesterday.

"Employment Security Law provides:

1. Establishment of Employment Security Office which gives the right person the right occupation democratically and free of charge;

2. Establishment of Occupational Training Office;

3. Prohibition of undemocratic and feudal means of recruiting. In the Japanese cotton-mills, even ten-year-girl was recruited who was forced to work in the factories by succeeding renewal of contract. The subordinate relation between boss and followers were deeply rooted, and boss pinched 30% from his followers wages. This sort of abuses will be swept away by this law, which is a progressive step for the employment security and utilization of man power."

—As reported in Japanese Press.
ASAHI 23 NOVEMBER 1947.

U. S. GOVERNMENT PRINTING OFFICE: 1948

Uniformed Corps Broadens Job Opportunities . . .

For Canada's Older and Disabled Veterans

ON APRIL 15, 1948, the Departments of Labour and Veterans Affairs launched a Nation-wide employment campaign for the Corps of Commissionaires in Canada.

The Corps of Commissionaires in Canada is an organization set up with the approval of the Government of Canada in 1937 for the purpose of providing older or disabled veterans with suitable employment.

Due to a great extent to the active support of the Departments of Labour and Veterans Affairs, the past year saw a much wider use of Corps services by Government and industry than ever before in Canada, and at the present time the total employed through this organization is seven times greater than at VJ-Day. The services of the Corps are now available to all urban and rural areas throughout the country, and there are flourishing units of the Corps, controlled by voluntary boards of community-minded citizens, in all the larger Canadian cities.

It is necessary to recognize that the Corps itself is an employer and that it contracts with other employers for work to be done by its members who are known as commissionaires. The commissionaire, who is placed in a job by the Corps, is responsible for his conduct and efficiency to the Corps, and the Corps in turn is responsible to the employer. The employer pays the Corps, and the Corps pays the commissionaire retaining only a small percentage to defray costs of administration. This is necessary since the Corps is a nonprofit organization.

Any sailor, soldier or airman, discharged from the Armed Forces with an exemplary character and still in reasonably good health, may apply to join the Corps. However, the examining board requires every applicant to produce his discharge certificate and references covering the period since his discharge. No man is taken on strength without a character investigation, ensuring that only responsible men with the proper sense of loyalty and duty will wear the blue uniform of the commissionaire.

By arrangement with the Corps, the National Employment Service carries out most of the recruiting of its personnel. Local employment offices select men who appear to be suitable, and refer them to the appropriate Corps official. The applicant's record is then investigated by the Corps, and if he is considered suitable, he is either placed in employment immediately or is listed for placement when the opportunity arises.

In addition to sending suitable men to the Corps, the National Employment Service is also able to arrange for the placement of commissionaires with employers who were not aware previously of Corps services.

Use of Corps services offers three important advantages to the employer:

1. Eliminates the problem of employee selection. (When it is necessary for a commissionaire to leave a job, another is selected by the Corps from its membership to replace him immediately. The Corps gives uninterrupted service regardless of illness or other unavoidable absences on the part of individuals.)

2. Eliminates problems of superannuation or group insurance sometimes involved in hiring older employees. (When the commissionaire reaches an age where he is no longer able to support himself in gainful employment, the War Veterans Allowance Act will provide for him, if he has the service requirements, and practically every commissionaire qualifies under the Act. The Corps also ensures that every commissionaire is covered for workmen's compensation, for public liability and property damage, and unemployment insurance.)

3. "Uniformed Service" is a definite advantage to many businesses. (It costs no more to have a reliable uniformed commissionaire on the job than any other class of worker.)

Examples of positions now filled by commissionaires are: receptionists, guides, guards, doormen, watchmen, special police, store detectives, chauffeurs, bank messengers, elevator operators, stewards, janitors and hall porters.

Arrangements can be made for employment of commissionaires on an hourly, weekly or monthly basis, or by contract to suit the employers' requirements. Casual service by the hour, day or week is also provided for organizations, clubs and societies.

—Information Branch, Department of Labour, Ottawa, Canada.

"PLUS 63 OFFERS OF JOBS"

IN A. L. ALEXANDER'S "Mediation Board" broadcast of December 21, 1947, a man who had served a prison term told of his unequal struggle to find employment against a solid wall of prejudice and to keep together his family of wife and three children. No sooner was the broadcast over but the Mutual Broadcasting switchboard was jammed with calls offering help; the next day brought a deluge of mail. In a few days, listeners had sent in a total of five mailtruck loads of letters with money and packages with everything from clothing and toys to foodstuffs and bicycles. All told there were 5,627 parcels and $15,212 in cash; plus 63 offers of jobs.—EDGAR KOBAK, President, Mutual Broadcasting System. From PRINTERS INK, March 19, 1948.

UNITED STATES DEPARTMENT OF LABOR
UNITED STATES EMPLOYMENT SERVICE
WASHINGTON 25, D. C.

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